

Bespoke. Concierge

NEW YORK EDITION



2018 Media Kit

PROVIDING AFFLUENT AND CULTURED TRAVELERS WITH THE MOST
UP-TO-DATE INSIDER KNOWLEDGE AND RESOURCES.

bespokemagazineonline.com



580 BROADWAY STREET #301 | LAGUNA BEACH, CA 92651 | TEL 949.715.4100 FAX 949.715.4106

Bespoke Concierge

EDITORIAL

“The Authoritative LOCAL Guide”

Bespoke Concierge utilizes our participating concierge teams from the finest luxury hotels as our main expert sources for the best of everything in the city.

From curated calendars and itineraries to shopping and dining by neighborhood, we help our readers discover what only the most well-informed city experts know.



Each issue includes recommendations, resources and infotainment in an easy-to-read, highly engaging format.

Calendar

A curated selection of the top events, exhibits, shows and high-profile local festivals and activities.

Radar

A snapshot of what's hot in the city features tips on the newest restaurants, lounges/bars, shops, museums, galleries and attractions.

Spotlight

Offering a zoomed-in look at a singular neighborhood, featuring top recommendations on where to dine, drink, shop and play.

Shop

These shops and boutiques will carry the latest trends in categories that include watches, jewelry, apparel and more.

Savor

A look at what's new on the culinary landscape highlighting specific restaurants that are must-visit dining destinations.

Itinerary

Morning-to-night itineraries featuring curated days dedicated to a different type of vacation, from romance to family fun.

Bespoke Concierge is the most reputable luxury guide to the city, focusing on:

- ▶ SHOPPING
- ▶ CULTURE
- ▶ DINING
- ▶ STYLE

Regional Features

Each issue of *Bespoke Concierge* will include in-depth, local coverage that offers additional insight into the featured region. These features take readers into the heart of the city to experience the neighborhoods, arts, culture, dining and shopping in a new, vibrant way.

Global Interest/ Travel

Bespoke Concierge will also include a set of general interest features that cater to the broader pursuits and global worldviews of the affluent traveler, including emerging destinations, first-class travel experiences and more.



Bespoke Concierge

Bespoke Concierge is a destination-travel guide geared to the most affluent travelers. Partnering with concierge teams at the top luxury hotels, *Bespoke Concierge* is the most reputable source for local recommendations on the best of everything in the city, from upscale dining and shopping to culture and nightlife.

MEANINGFUL EXPERIENCES

It has never been more important to deliver deeper experiences to travelers by focus on inspiration, personalization and local experiences.

—British Hospitality Association

DEMOGRAPHICS

Average Household Income	\$250,000+
Average Age	32+ years old
College Graduate	80%+
Male/Female	60%/40%
Second Homeowner	42%



READERSHIP & DISTRIBUTION

Delivering Affluence

Bespoke Concierge offers its partners access to one of the world's top audiences: the savvy, cultured traveler staying in the finest luxury hotels in the city.

NEW YORK CITY

1 Hotel, Baccarat Hotel & Residences, Columbus Circle Shops, Four Seasons, Gramercy Park, JW Marriot Essex House, Loews Regency, Omni Berkshire, Park Hyatt, Ritz Carlton, Smyth A Thompson Hotel, Soho Grand, The Chatwal, The Edison, The Iroquois New York, The London, The Mark, The New York Palace, The Peninsula New York, The Pierre, A Taj Hotel, The Quin, The Roxy Hotel Tribeca, The Sherry Netherland, The Standard, The Surrey, Viceroy, Westin New York Grand Central and more.

READERSHIP

The majority of copies are distributed to our select lists of the finest luxury hotels in the city. See distribution list for details.

All advertising partners and businesses mentioned in *Bespoke Concierge* are provided copies to distribute as needed. Other distribution includes:

- Luxury Retailers
- Restaurants
- Museums
- Art Galleries
- Luxury Shopping Centers

Bespoke Concierge is also distributed to our exclusive mailing lists and at promotional events.

Readership:

40,000 per market, per issue



PRINT DEADLINES

Spring/Summer 2018

AD CLOSE: MARCH 9

PUBLISHED: APRIL 2

Fall/Winter 2018

AD CLOSE: SEPTEMBER 14

PUBLISHED: OCTOBER 1

2018 NET RATES

Size	1x	2x (per issue)
Full Page	\$3,000	\$2,500
Inside Front Cover Spread	\$8,500	\$7,650
Pre TOC Spread	\$6,000	\$5,500
Spread	\$5,500	\$5,000
Inside Back Cover	\$4,500	
Back Cover	\$5,000	
Half Page	\$1,750	\$1,500

CUSTOM PRODUCED EDITORIAL PACKAGES

Increase your impact in Bespoke Concierge with custom content about your business produced by our award-winning editorial team.

OPTION 1: 1 PAGE

Get a page of editorial (up to 400 words + images) custom produced on your business. Includes 100 copies of the magazine.

\$3,000

OPTION 2: 2 PAGES

Get a page of editorial (up to 400 words + images) to run opposite your full-page advertisement OR get a two-page editorial feature (up to 800 words + images) custom produced on your business. Includes 150 copies of the magazine.

\$3,900

OPTION 3: 3 PAGES

Get a two-page editorial feature (up to 800 words + images) custom produced on your business plus a full page display ad. Includes 200 copies of the magazine.

\$5,100

ADVERTISING SPECIFICATIONS 2017

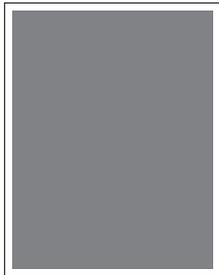
THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

PRINTING Web offset

BINDING Perfect bound

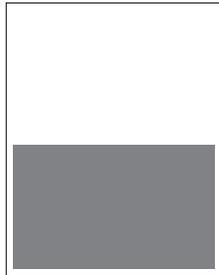
TRIM SIZE 7" width x 9" depth

LINE SCREEN / DENSITY 150 line / 300% maximum density



FULL PAGE

TRIM:
7" X 9"
BLEED:
7.25" X 9.25"
LIVE AREA:
6" X 8"



1/2 PAGE

TRIM:
6" X 4"



SPREAD

TRIM:
14" X 9"
BLEED:
14.25" X 9.25"
LIVE AREA:
13" X 8"

AD DIMENSIONS: All live matter must be at least 0.25" (1/4) from the trim and a minimum of 0.125" (1/8) bleed added to all sides.

NOTE: All live matter must be at least 1/4" from the TRIM of the magazine. The bleed size listed above is the page trim size with 1/8" minimum bleed added to all sides. It is not the trim size. Make sure that copy does not run into the gutter on two-page spread ads.

PREPRESS GUIDELINES: Bespoke Concierge Magazine is a Macintosh format Computer to Plate (CTP) environment, Adobe

InDesign is the primary page layout program used. PDF/X1-a and Macintosh formatted InDesign documents are the preferred material formats. Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems, we will contact you and work to resolve them (with applicable charges). To minimize problems, please read and follow the guidelines below.

DIGITAL FILE REQUIREMENTS: We accept the following native file formats: Adobe InDesign (preferred) *Adobe Photoshop and *Adobe Illustrator. You must package or collect all support files including fonts. Do not apply style attributes to fonts. Use only standard Adobe fonts in PC-created documents. Convert all PMS spot colors used in any application to CMYK.

IMAGES: All images must be submitted (grayscale or CMYK) as native Photoshop PSD, EPS or TIF at 300 dpi. (Images supplied at

lower resolution will result in an inferior print quality that will not be the publisher's responsibility.) Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK, which may result in an undesirable color shift. We can't be responsible for files supplied in formats other than CMYK. Scaling, rotating or other image manipulation must be done prior to placement in the page layout program.

PDFS: PDF x1a files are acceptable only if they meet size, color and resolution requirements as detailed in the Images section above.

PROOFS: For color-sensitive materials, a proof created to SWOP specifications is required. Ink jet and laser prints are acceptable for content only. We will not be responsible for color shifts on press if no approved color proof has been supplied.

FTP SITE INFORMATION EMAIL OR CALL:

tina@firebrandmediainc.com, 949-715-4100

AD SUBMISSION: Please send or email materials and direct questions to the following:

Bespoke Concierge Magazine c/o Firebrand Media, LLC
Attn: Tina Leydecker
580 Broadway St. #301, Laguna Beach, CA 92651
Phone: 949-715-4100 Fax: 949-715-4106
tina@firebrandmediainc.com